USING ASSESSMENTS TO ENGAGE YOUR ORGANIZATION IN ITS E-RECORDS JOURNEY

and tackle tough challenges
PRESENTERS

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WHERE ARE YOU?

The governing body of a local government and its Records Management Officer shall:

✓ Establish, promote, and support an active and continuing program for the efficient and economical management of all local government records

✓ Administer the records management program so as to reduce the costs and improve the efficiency of recordkeeping

✓ Integrate the management of electronic records with other records and information resources management programs

Source: Local Government Records Act
AGENDA

• Where assessments fit
• Assessments are critical
• Leverage assessment results
• 5 essentials for success
WHERE ASSESSMENTS FIT IN YOUR PROGRAM
NOT “ONE AND DONE”

• From a baseline or annual assessment to any meeting involving stakeholders, Assessments fit when you want to
  o Understand needs
  o Identify growth opportunities
  o Align with organization goals
  o Demonstrate value
  o Tackle tough challenges!

Goal: Establish periodic assessments
MORE THAN A SURVEY

• Assessments are an opportunity to cultivate an environment for two-way communication
  o One-on-One or group interviews
  o Collaborative sessions
• Stakeholders respond better face-to-face
• Replace abstract concepts with something they can touch and feel
  o Context Diagramming
  o Data Mapping
ASSESSMENTS ARE CRITICAL FOR PROGRAM ADOPTION AND AWARENESS
PUT YOURSELF OUT THERE AND LISTEN TO THE ORGANIZATION

- To be a strategic partner, you have skin in the game
- Be inclusive
- Demonstrate that you are listening to the organization
- When people feel like they are being listened to and heard - you look good!

**Goal:** Use assessments to build and sustain cross-functional relationships
LEVERAGE ASSESSMENT RESULTS IN YOUR BUSINESS CASE
ASSESSMENT RESULTS ENGAGE YOUR AUDIENCE AND TELL A COMPELLING STORY

Widespread tendencies to hold onto information “just in case”

High volumes of low value ESI grow annually raising risks and costs

Return on high-value information diminishes because it is harder to find and control

“If we invest $xx,xxx, compliance costs will go down by xx%, resulting in a savings of $xx,xxx,xxx over 3 years”
SPEAK A LANGUAGE THAT LEADERS CAN RELATE TO

Make it real for the organization in a context they understand:

• Use assessment results to plan initiatives that solve real problems, and
• Make the case for Program resources and funding.

Goal: Present Program investment in context with WHY and not WHAT
SHOW THE VALUE OF THE INVESTMENT

Demonstrate savings in ways that matter:

- Cost Reduction
- Improved Efficiency
- Risk Mitigation

**Goal:** Show return on investment (ROI) in terms that align to organizational goals.
5 ESSENTIALS FOR A SUCCESSFUL ASSESSMENT!
#1 - ESTABLISH A COMMON UNDERSTANDING

• It’s important to gain alignment in the beginning for the direction you’re heading towards, by
  o setting expectations up front,
  o aligning with your organization vision and desire for future growth, and
  o establishing a fit with the culture and tolerance for change.

Spend the time to engage in effective 2-way communication in the beginning.
#2 - EXAMINE THROUGH A HOLISTIC VIEW

• It’s important to look at challenges and successes through a holistic view that considers
  o roles and responsibilities,
  o policies and processes,
  o behaviors and attitudes, and
  o tools or technology in place.

Get a complete picture so you can make better decisions, on what to change and where to invest.
#3 - GET TO THE ROOT CAUSE AND MAKE IT REAL

• It’s important to analyze what factors contribute to findings, and to
  o assess gaps for root causes, and
  o paint a picture of the risks

• Make it “real” for stakeholders, by
  o putting outcomes in terms they can relate to, and
  o breaking through the IG “fog”

Keep digging and asking why, to get to the real cause, so you can make accurate recommendations.
#4 - BUILD ON WHAT’S WORKING WELL

- It’s important to build on what’s working well today
  - leverage existing governance structures
  - shore up the foundation, if needed
  - build in initiatives to prepare for change and ongoing sustainment

Don’t underestimate how much reinforcement you need to keep your program vital.
#5 - ESTABLISH RAPPORT AND RESERVE JUDGMENT

• Create an inclusive environment, where
  o contributions are valued,
  o people are heard, and
  o feel safe to express opinions.

• Ask questions and don’t assume,
  o why certain issues are present, which can lead to
  o missed opportunities for engaging with your SMEs.
QUESTIONS?

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